

**OFFICIAL KEY INDICATORS – BROADER VIEW
FY 2012 (JULY 2011 – JUNE 2012) ESTIMATED ECONOMIC
CONTRIBUTION OF TRAVEL AND TOURISM IN MISSISSIPPI**

TRAVEL AND TOURISM EMPLOYMENT/PAYROLL

- The 83,345 **direct** jobs were 7.7 % of the total statewide FY 2012 nonfarm establishment-based employment.
- Travel and Tourism ranked **4th** in private statewide nonfarm employment.
- Travel and Tourism Industry activities resulted in: additional 33,135 indirect and induced jobs. Total jobs associated with Travel and Tourism = 116,480, or 10.7 % of statewide nonfarm employment. Employment Multiplier = **1.4**.
- Annual payroll for the direct jobs was \$1.83 billion. Indirect and induced labor income equaled \$975 million. Total payroll associated with Tourism (direct + indirect + induced) = \$2.8 billion. Labor Income Multiplier = **1.53**.

TRAVEL AND TOURISM EXPENDITURES BY VISITORS

- Travel and Tourism visitor expenditures were **\$6.16 billion**. Every \$2 million in travel expenditures throughout Mississippi in FY 2012 sustained 27 **direct** jobs, plus an additional 11 indirect and induced (spin-off) jobs.
- Visitors, on average, spent \$513 million per month; \$118 million per week; \$16.8 million per day; \$700,000 per hour; \$11,700 per minute; nearly \$195 per second; while visiting, or traveling through, Mississippi, in FY 2012.
- Travel and Tourism is one of Mississippi's largest export industries.

STATE TAXES/GENERAL FUND TOURISM REVENUES

- \$456.6 million collected in Travel and Tourism State tax revenues/fees.
- \$402 million, or 8.4 % (1/12), of the \$4.8 billion State General Fund.
- \$550 per Household in Tax Relief: Tourism State and Local taxes and fees.

CITY/COUNTY TRAVEL AND TOURISM TAX REVENUES/FEES

- \$169.2 million in City/County tax revenues/fees: room/restaurant, state-licensed casinos, motor vehicle/petroleum, construction/ABC permit fees, real and personal property taxes paid by hotels/motels and casino hotels.

KEY INDICATORS (FY 2012 ESTIMATES) - Continued

WELCOME CENTER PERSONS SERVICED

- 2,581,210 persons serviced at the Welcome Centers.

ADVERTISING RETURN ON INVESTMENT (ROI), GROSS DOMESTIC PRODUCT (GDP) AND TOURISM CAPITAL INVESTMENT (TCI)

- **Domestic Consumer Advertising ROI** was **\$6.46 to \$1** per an FY 2012 Ad Effectiveness Study. 2.7 % of State GDP directly attributed to Travel and Tourism. Total Value Added = 4.0 % of State GDP. TCI: \$184.9 million.

STATEWIDE VISITOR PROFILE AND VOLUME

- 73 % of the visitors were from out-of-state and 27 % from Mississippi. Top seven (7) states of origin, after Mississippi, were: Louisiana, Alabama, Tennessee, Texas, Florida, Georgia and Arkansas. Top six (6) Designated Market Areas (DMA's) of Visitor Origin: Memphis, Jackson (Mississippi), New Orleans, Mobile/Pensacola, Birmingham, Atlanta.
- Average length of stay = 2.7 nights; average travel party size = 3.6 persons.
- 21.3 million Total Visitors (Overnight Leisure, Day Leisure, and Business).

STATE-LICENSED CASINOS/CASINO HOTELS/PATRONS

- 23,415 direct casino + casino hotel jobs = 28.1 % of all direct Travel and Tourism jobs. 67 percent of state-licensed casino patrons: from out-of-state.

LODGING HIGHLIGHTS

- 56,897 statewide Hotel/Motel rooms as of June 30, 2012.
- An Average Daily Rate (ADR) of about \$76.84 for corporate/franchise properties. An ADR of roughly \$60 for state-licensed casino hotels.
- An Occupancy Percent of 55.9 for corporate/franchise and other properties.
- An Occupancy Percent of 78.6 for state-licensed casino hotels.
- Revenue Per Available Room (REV PAR) of about \$43 for corporate/franchise and mostly other non-casino hotel properties.

Please contact Tom Van Hying, Research Program Manager, MDA Tourism Division; tvanhying@mississippi.org, for questions on these terms/indicators.